

**Version with Markings to Show Changes Made**

**INSA1** **SYSTEMS AND METHODS FOR LIMITING WEB SITE ACCESS**

**FIELD OF THE INVENTION**

The present invention relates to systems and methods for access control, and more particularly for limiting web sites access.

**RELATED APPLICATION**

This application is a continuation and claims the priority of the U.S. Patent Application Number 09/747,005 filed on December 22, 2000.

**BACKGROUND OF THE INVENTION**

The advent of computers and the Internet has changed profoundly the way that information and services are provided. Now consumers can have instantaneous access to information with a click of a mouse and can make a purchase without leaving their house. For example, a consumer can read the latest news from a newspaper's web site or check his stock portfolio at a web site of a financial institution. The number of people accessing the information and obtaining services through the Internet is increasing daily, and this represents a new market for all merchants of information and services.

This new electronic market represents a new opportunity and a new challenge to all merchants. Now, the merchants can reach consumers who they would not have been able to reach, but at the same time, new business models need to be developed to overcome new obstacles associated with the new opportunity. One of the obstacles is to overcome consumer's reluctance to adopt the new technology and to use the new electronic market. Traditionally, consumers have the opportunity to check a product or to ask salespersons questions before purchasing a product or service. Computers and the